

DISPLAY MATRIX FOR DISPLAYING RENTAL CAR DATA

Abstract of the Disclosure

The present invention relates to a display for presenting rental car data. The display is an interactive display that presents data in a matrix of rows and columns. Column identifiers and row identifiers are provided to indicate both a rental car company and a vehicle class with which the individual data elements are associated. Each data element represents a rate that corresponds to a type of vehicle offered by a particular rental car company. The data elements are hypertext links to at least one or more web pages that provide additional information about the particular rate represented by the data element.